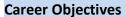
Amrit Kumar Panda Phone: +91-9987766255

Email-amritpanda90@hotmail.com

Date of Birth: 19/04/1990

Area of Interest: -BTL & ATL Marketing, Trade Marketing, Marketing Communication, Visual Merchandising, Brand Promotion, Business development, Product-Promotion, Digital Marketing



Intended to build a prosperous career with leading corporate, which would help me to strengthen my potential So that I would merge as a resourceful result-oriented & innovative executive in future and to secure a job in the leading industry, where I can utilize my knowledge for the organization growth.

Key Attribute

Computer Skills

Corel Draw Adobe Photoshop Microsoft Office

Professional Skills

BTL & ATL Marketing Vendor Management Media Planning Visual Merchandising Marketing Communication Brand Management Digital Marketing

Work Experience

Manager - Marketing, Nexon Paints Pvt Ltd (Jan 2019 – Till Now)

- Brand Management: Creating the brand and establishing brand identity through effective ATL and BTL activities.
- Understanding Category, competition and plan counter strategies to increase brand awareness.
- Running loyalty program campaign for the target group to increase usage and build brand stickiness.
- Working with creative agencies for content creation for different marketing campaigns.
- Leading the Digital campaign to increase brand awareness through different social media and other Digital Platforms.
- Planning and execution of events like Painters Meets, Dealers meets and exhibition like Build Intec.
- Leading Partnership marketing initiatives.
- Managing different vendors and agencies and review their performance to increase effectiveness.
- Tracking Brand Health.
- Closely working with sales and other teams for effective execution of marketing work.

Assistant Manager-Marketing, Kajaria Ceramics Ltd -Eternity Division (Mar 2018 – Dec 2018)

- Worked with top management team to prepare a marketing strategy and apply these into all media.
- Conducted BTL activities like retail branding and Visual merchandising across all stores of Kajaria in West India.
- Planned and executed in building exhibitions like Acetech and others.
- Worked closely with digital marketing team and agency in developing customer engagement campaign.
- Vendor Management -Worked with all kinds of vendors and agency for proper execution of branding Gifting, events and execution.
- Planned and launches of new product.
- Tracked Brand health.



Sr.Executive-Marketing for Snow-Cem Paints Pvt Ltd (Jan 2017 –Feb 2018)

- Took care of all marketing activities and corporate communications across Pan India .I.e. Both Btl and Atl activities. It includes both planning and execution.
- Retail Branding-Execution of branding in Dealer points. Also Looked after visual merchandising of the respective dealer points in terms of planogram setting.
- Worked with the design team for developing marketing collaterals.
- Worked with digital marketing agency and leading digital marketing campaigns.
- Planned and executed of launches across India.
- Tracked brand health.
- Developed marketing strategies to build consumer preferences and drive volumes.
- POS designing and also planning of deployment and marketing collaterals across key stores all throughout India
- Handled vendors and marketing agencies for both retail branding and advertising.
- Worked with agencies like Media mantra for PR.
- Conducted Events-brand awareness campaign through college sponsorships, exhibitions and expo
- Worked with cross functional teams for smooth functioning of operational work.

Brand Executive for Havmor Ice-cream Itd (Aug 2015 -Nov 2016)

- Developed marketing strategies to build consumer preferences and drive volumes.
- Execution of a campaign (Both BTL and ATL campaign) across Maharashtra, Goa, Delhi and Telangana.
- Worked with design agency and giving them new innovative ideas for different graphics that are used for Marketing Campaign.
- Worked with different marketing agency like Kinetics, Publicius. Brand Scope etc. for effective execution of campaign.
- Product tasting and sampling activities -planned the campaign and also managed the agency for executing the Campaign.
- Retail Branding-Execution of branding in Dealer points, Parlors and in exclusive Havefun parlors.
- Visual Merchandising of Havmor Havfun Parlors.
- Took care of brand identity and brand health.
- Vendor Management-Worked with different vendors both 3M Converter and normal for retail branding and BTL-ATL activities.
- Developed and implemented new creative POP's and also branding techniques.
- Worked with sales team for competition analysis and market analysis.
- Events-brand awareness through college sponsorships, exhibitions and Expo. Recent expo –Ahar, New Delhi, Navi-Mumbai food festival and different collage festivals and also EDM's like Sunburn and Supersonic.

Marketing & Design Coordinator for Swarovski India (June 2014 –Aug 2015)

- Conducted marketing activities i.e.: ATL & BTL and Coordinating promotional activities like conducting events and sponsoring different events.
- Worked with sales team for market and competition analysis.
- Worked with different Vendors for Designing, printing and implementing Marketing and Branding Materials.
 In store Branding and Visual Merchandising.
 - Working collaboratively with different Designers, Architectures and fashion houses to execute new Designs.

Visual merchandiser for Ferns and Petals (April 2012 – April 2014)

- Took care of brand identity and brand health.
- Coordinated marketing activities, especially BTL activities-Retail Branding at the time of store opening all over India.
- Looked after the visual merchandising of the retail outlets window display, store layout, merchandise.
- Designed Graphics for branding and marketing.
- Vendor Management
- Proper Branding of the stores. Handling all the revamping, visual displays, branding of 110 shops across India, and visited all over India for shop openings

Key Achievement

- Best New comer Award –Ferns and petals
- Appreciated by Accenture –Havmor ice cream ltd

High School	Montfort School
	(ICSE Board)
Intermediate (Science)	CHSE Board (Odisha)
B.Com.	Dhenkanal Autonomous College(Utkal
(Accounting Honors)	University)
PGD Visual Merchandising &	FDDI, Ministry of Commerce,
Communication Design	
	Intermediate (Science) B.Com. (Accounting Honors) PGD Visual Merchandising &